

Amazon Ads vs. the Digital Ad Market

By Russ Dieringer // February 12, 2024 // Briefings, Forecasts, Research

Should we be putting more or less of our digital ad budget into Amazon?

That's a common and complex question retail leaders are asking themselves.

It requires a deep knowledge of your own goals and performance across platforms.

But from a market level, we can look at the recent results and forecasts for Amazon Ads, Meta, Google, Snap and Pinterest to understand the health of the digital ad market and Amazon's position within it.

THIS IS A GATED ARTICLE JUST FOR MEMBERS

Join the **Stratably** community

Access independent research on the omnichannel market

Enterprise membership unlocks:

Bite-sized market updates

Deep dive analyses

Industry benchmarks

Retailer forecasts

Invites to live events

And More!

Enterprise Membership unlocks our full insights that you and your team can use to drive alignment across your organization, improve your forecasting, and invest in the right capabilities.

Simply put, it makes your organization much more informed, providing a competitive edge over your rivals.

[Join Today](#)

Already have an account? [Login Now](#)